Question adapted from a WJEC paper

In the last few years whilst out you have identified that there are many different types of cars being sold in the UK. On closer inspection you noted that these different types of cars were being sold to very different people. From your studies you know that this is a result of market segmentation.

**Explain in 30 minutes** and using two concepts of market segmentation, how Ford and its customers can benefit from this marketing approach

Question taken from a WJEC paper

Managing Director, Martin Waites had just finished a tour of the factory. The business produces a variety of items for the home and garden and Martin was alarmed to see the number of garden pots taking up so much space in the warehouse. He called Mike Hallinan his sales and marketing manager into his office in order to address the issue. “It is late September and there is far too much summer stock in the warehouse – half of which is made up of large ceramic garden pots. I spoke to you last year about holding too much stock. This is your last warning. I want you and your sales team to get these pots sold and out of the warehouse as soon as possible. If there is no progress by this time next month I will be taking action”.

Explain the methods Mike Hallinan, the sales and marketing manager, might use to target buyers of this excess stock.